

## AMENDMENTS TO AND LISTING OF THE CLAIMS

1. (Currently Amended) A dentifrice composition comprising an orally acceptable vehicle having distributed therein flakes formed from a water hydratable film matrix, the matrix being comprised of a homogenous mixture of water soluble hydroxyalkyl cellulose polymer and a starch, and having entrained therein a constituent ~~which functions to provide decorative, cosmetic and therapeutic effects selected from a decorative constituent, a cosmetic constituent, and a therapeutic constituent.~~
2. (Currently Amended) ~~A dentifrice according to claim 1~~ The composition of claim 1, wherein the film matrix has entrained therein a decorative constituent.
3. (Currently Amended) ~~A dentifrice according to claim 2~~ The composition of claim 2, wherein the film flake has an aesthetically pleasing shape.
4. (Currently Amended) ~~A dentifrice according to claim 1~~ The composition of claim 1, wherein the film matrix has entrained therein a cosmetic constituent.
5. (Currently Amended) ~~A dentifrice according to claim 1~~ The composition of claim 1, wherein the film flake matrix has entrained therein a therapeutic constituent.
6. (Currently Amended) ~~A dentifrice according to claim 1~~ The composition of claim 1, in which the dentifrice is a substantially clear gel and the film flake matrix contains a decorative colorant which is visible therein.
7. (Currently Amended) ~~A dentifrice according to claim 1~~ The composition of claim 1, in which the film flake matrix comprises from about 0.05 to about 1.0% by weight of the dentifrice.
8. (Currently Amended) ~~The dentifrice of claim 1~~ The composition of claim 1, wherein a decorative constituent entrained in the film flake matrix is a colorant.
9. (Currently Amended) ~~The dentifrice of claim 1~~ The composition of claim 1, wherein the therapeutic constituent entrained in the film flake matrix is an antibacterial agent.

10. (Currently Amended) ~~The dentifrice of claim 1~~ The composition of claim 1, wherein the therapeutic constituent entrained in the film flake matrix is a calcium or fluoride salt.
11. (Currently Amended) ~~The dentifrice of claim 1~~ The composition of claim 1, wherein the cosmetic constituent entrained in the film flake matrix is a flavorant.
12. (Currently Amended) ~~The dentifrice of claim 1~~ The composition of claim 11, wherein the flavorant is present in the film flake matrix at a concentration of about 15 to about 25% by weight.
13. (Currently Amended) ~~The dentifrice of claim 1~~ The composition of claim 1, wherein the film flake matrix is a shaped two dimensional flake.
14. (New) The composition of claim 1, wherein the film flake matrix has entrained therein a whitening agent.
15. (New) The composition of claim 1, wherein the film flake matrix has entrained therein an agent selected from a hydrogen peroxide and a urea peroxide.